

CLAIMS

1 1. A computer-implemented method of customizing the context of advertisements for
2 communication to users on the Internet comprising:
3 developing a profile for a given user, the profile including at least archetype
4 identification information for the given user;
5 obtaining an advertisement to be displayed for the given user from an advertisement
6 database;
7 altering a context of the advertisement based on the archetype identification
8 information in the profile of the given user; and
9 communicating the altered advertisement to the given user.

1 2. The method of claim 1 wherein the profile further includes preference information for the
2 given user and wherein the step of obtaining the information content is accomplished based at least
3 in part upon the preference information.

1 3. The method of claim 2 wherein the archetype identification information in the profile is
2 developed based on an analysis of a context of interactions of the given user with a website on
3 which the advertisement is to be displayed.

1 4. The method of claim 3 wherein the context of interactions of the given user includes timing
2 of responses, patterns of access and response parametrics about how the given user has interacted
3 with the website that is separate from information the given user has supplied to or requested from
4 the website.

1 5. The method of claim 1 wherein the method is performed by a first server on the Internet and
2 the advertisement database is maintained on a second host on the Internet and wherein the step of
3 obtaining the advertisement is accomplished by requesting the advertisement from the second
4 server.

